



LTG Dennis D. Cavin, commander of Accessions Command, talks with filmmaker Allen Daviau on the Fort Lewis confidence course during filming of the latest "Army of One" ads.

"You look at so many movies and see the behind-the-scenes stuff, wondering what it would be like ..."

SOME 300 soldiers from Fort Lewis, Wash., spent several weeks in July working as extras during filming of the latest "Army of One" ad campaign.

The commercial shoot, in which a few of the soldiers had speaking roles, boasted a \$1 million budget and the advertising prowess of Chicago's well-known Leo Burnett advertising agency.

"The soldiers enjoyed the heck out of it," said Bill Russell of the U.S. Army Recruiting Command. "Some came in when they didn't have to, to support the project."

Participating in the filming provided a welcome break from their daily grind, and a chance to see behind the scenes of a film production, Russell said.

Initially, some soldiers had reservations

about being chosen to represent the Army, said **SSG Michael Mabanag**, NCO in charge of the intelligence office at Headquarters and HQs. Company, 2nd Battalion, 3rd Infantry Regiment.

"At first I didn't want to be in it, I wanted my soldiers to have the exposure," he said. "The coolest part was actually having the camera on us. You look at so many movies and see the behind-the-scenes stuff, wondering what it would be like to be there and observe. I can't believe that I'm a part of it."

"It's very interesting how they do this stuff," said **SPC Jason Baker**, a supply specialist with HHC. "I didn't realize lighting is so critical to a production."

In the ad, a young civilian male finds himself in various soldier situations, including

riding in a Chinook helicopter, loading a howitzer, and completing a confidence course. The final scene shows the transformed civilian standing in a military formation. His hair is closely cropped, and he's donning a Class "A" uniform.

The commercial is what's called "a direct-response" commercial. At the end of it, viewers see a "1-800" number to call for more information.

USAREC's goal is to motivate potential recruits to find out something they didn't know about the Army.

During filming, extra scenes were shot for use in an updated version of the "212 ways to be an Army of One" video, currently being used for recruiting. — *Fort Lewis Public Affairs Office*



A video technician records every take of SSG Michael Mabanag's performance during the filming at Fort Lewis.



SFC Gilbert A. Rios of the Henry H. Lind NCO Academy double-checks actor David Burtka's uniform before filming the final scene.



SPC Erica Leigh Foley

SPC Victor Martinez, 65th Military Police Company, Fort Bragg, N.C., plays a song for his mother on camera.

BLANCA Martinez checks her mailbox in Glendale, Ariz., daily to retrieve the usual junk mail and possibly a letter from her son, **SPC Victor Martinez**, a mechanic with the Fort Bragg, N.C.-based 65th Military Police Company in Karshi-Khanabad, Uzbekistan, supporting Operation Enduring Freedom.

She receives letters and phone calls from him regularly, but recently he sent something even better.

He sent his smile and a song neatly packaged in a digital video disc provided by the morale, welfare and recreation center at Karshi-Khanabad.

"This is a great way to keep morale up for the folks back home," said Arthur Chandler, MWR manager. "This gives the soldiers another way to send messages to their loved ones."

The messages are recorded in a quiet room, where the soldier can share news and sentiments with his family that he doesn't want to share over the phone.

Martinez, for example, knew his mother would be disappointed by the news that his tour in Uzbekistan was being extended for the fifth time.

Telling her via DVD, where she could see his smiling face, softened the blow, he said.

"I figured if she saw my million-dollar smile, she'd see that I'm all right," said Martinez. He strummed his guitar and sang a song about his life since he enlisted in the Army, adding the bit about the extension.

Soldiers can send messages from one to five minutes long, and as many as they please.

The DVD service has been put to good use, Chandler said. Soldiers collectively make about 30 DVDs daily. — SPC Erica Leigh Foley, 28th PA Detachment

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